

## **Historic, Archive Document**

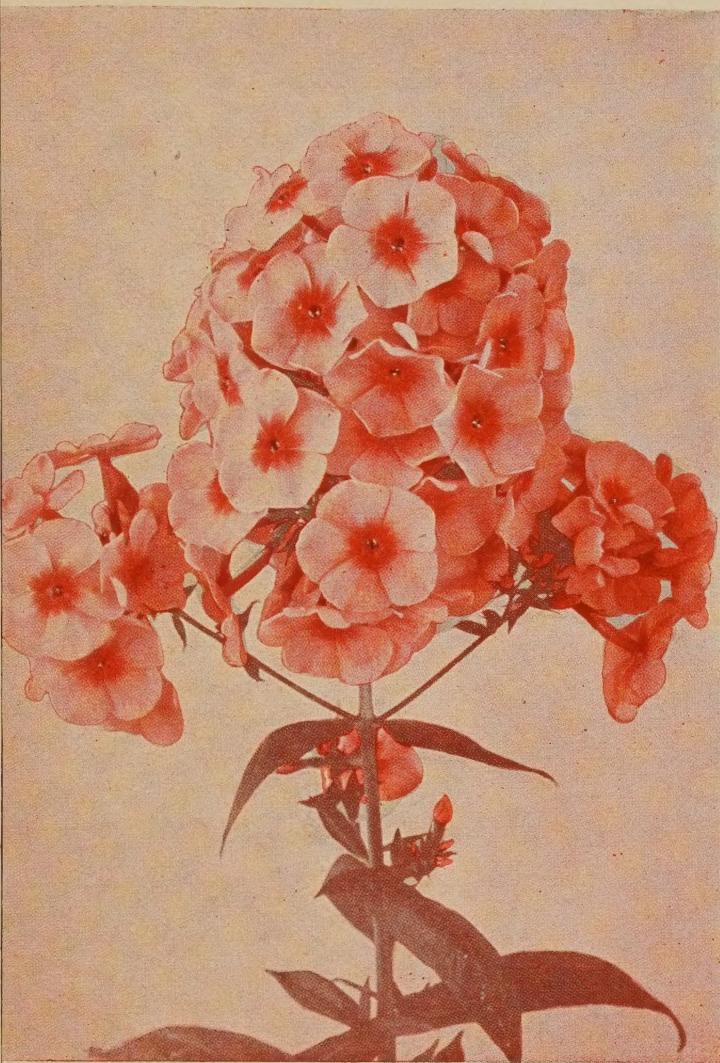
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# California Flowerland Beauty for Your Garden



## Hardy Perennial Phlox

Gay, brilliant flowering perennials, blooming from early summer until September, and bearing huge trusses of fragrant flowers, in shades of pink, rose, crimson lilac and white. Plant them now in masses, for gorgeous display all through next summer and fall.

Phlox are easily grown, hardy anywhere. Set the plants ten to twelve inches apart, in a sunny location, in good garden soil.

**SPECIAL** 12 Fine Plants in 2½-inch pots, named varieties in all colors, our selection, for only **\$1.59**

(Regular value \$2.40)

Please add 15c postage per dozen.

## Jewel Berry from Central America

Unique shrubby perennial, growing to four feet tall, with deep green foliage and numerous branches, bearing spikes of rosy pink blooms which develop into ruby-like berries. Flower spikes make handsome and unusual floral arrangements.

**SPECIAL Each 75c POSTPAID**

PLEASE ADD 3% SALES TAX TO ALL  
CALIFORNIA ORDERS.

GIANT TREE DAISY

## Giant Mexican Tree Daisy

MONTANOA GRANDIFLORA

*"She's a Daisy"*

plants grow to ten feet tall, with large green leaves, and become studded with hundreds of three-inch daisies, white with golden centers, and fragrant as heliotrope. Plant in a sunny position.

Strong bushy plants from 4-inch pots, (postpaid) **Each \$1.00**

Large specimen shrubs, in 5-gallon containers, each (not prepaid) **\$5.00**

**PAUL J. HOWARD'S  
California Flowerland**

11700 National Blvd.

Los Angeles, California





PAUL J. HOWARD'S MAMMOTH VERBENAS

## Orchid Cactus

EPIPHYLLUM

Spectacularly beautiful are the water-lily-like blossoms produced on these cactus plants. For pot culture in patio or porch, or for window boxes, nothing is more striking. As easy to grow as begonias or geraniums, blooming in spring and summer. The double flowers are four to six inches across, with glistening satiny petals, salmon, pink, rose, orange-red, and crimson, some with violet throats.

**Each 50c** postpaid

## Tower of Jewels

ECHIUM FASTUOSUM

A unique and striking plant, producing huge spikes densely set with brilliant blue flowers, in spring and summer. Heavy silvery foliage covers the plant and flower stems. Prefers a sunny situation.

**Strong plants in 4-inch pots**   **Each 45c**   **3 for \$1.25** not prepaid  
Please add 10c each for postage.

## California Flowerland LAWN GRASS SEED

Fall is the best time to make new lawns and renovate old ones. Paul J. Howard's Lawn Grass Mixture is composed of finest white clover and blue grass, and is weed free, of high germination, state tested and approved. Sow one pound of seed to 150 square feet.

**Price: 1 lb. 75c; 10 lbs. \$7.30. Prepaid in California.**

We can supply our Shady Lawn Mixture, for shaded situations, at same prices.

*Please add 3% Sales Tax to all California Orders*

**PAUL J. HOWARD'S California Flowerland**  
11700 National Blvd., Los Angeles, Calif.

*Paul J. Howard's California Flowerland*

## Mammoth Verbenas For Great Splashes of Color

**CUTTING GROWN.** The clusters of brilliant fragrant flowers of immense size, are produced almost the year around. Unlike seedling verbenas, these cutting-grown plants are true to type, color, and name, and the long-lasting effect is worth many times the small difference in price.

**Beauty of Oxford.** Lovely light rose pink.

**Blue Triumph.** Deep lavender blue, the nearest to true blue in Verbenas.

**Crimson Glory.** Huge deep rich crimson blossoms.

**Diener's Red.** Giant glistening red.

**Ellen Willmott.** Rich deep rose pink.

**Maroon.** Unusually deep maroon.

**Purple King.** Vivid deep purple.

**White.** Very large pure white.

**Price: 10 for 90c; 100 for \$8.00**

NOT PREPAID

## Amazingly Beautiful

## Meadow Rue

(THALICTRUM DIPTEROCARPUM)

One of the loveliest hardy plants for the shade garden and for bouquets. Soft green, fern-like foliage, and misty sprays of dainty mauve flowers, on tall slender stems. Plant now for next spring's flowering.

**SPECIAL**

**Established plants  
in 2-inch pots, 12 for \$1.20**

(Regular price, 12 for \$1.50)

BRILLIANT BLUE  
TOWER OF JEWELS

